

## MEMBERSHIP

# Kahe Wale

May 2002

"Let It Flow" Published by the Hawai'i Visitors & Convention Bureau

### E-MEMBERSHIP MINUTE

By Peter Kay

A reader asks, "We're redesigning our site, what is your advice on best practices?"

Unless your current Web site is so awful that you would rather not have anything at all, my strong suggestion is that you *incrementally redesign* your site. Building a brand new site from scratch with the idea of replacing the old with the new overnight is an extremely risky and probably unnecessary move. Instead, map out a plan of incremental changes over time while you closely monitor the effects, customer behavior and feedback of each new change. You will still end up with a redesigned site, but because you implement incrementally, you have the benefit of customer feedback and statistical analysis helping you every step of the way. The result is a Web site that has a high probability of delivering far better results than you might get from a Web site redesign from scratch.

The best, safest, most cost-effective way to redesign your existing site is to list out all the new features or visual changes you would like to make. Prioritize this list according to impact on revenues and budget. Group the changes in to "versions" for your

site so each version level will be easy to identify and track.

Before you begin any changes, make sure you have good site metrics that tell you how you're doing. If possible, develop some metrics on *conversions*, for example, measure how many closed sales you get on the Web versus visitors to the product/service information section of your site. Do not move forward with any changes until you have statistics on how your site is doing.

Begin implementing your versions one at a time. Pay close attention to the statistics and/or customer comments after each release. Use this valuable (priceless!) feedback to re-evaluate and adjust the next planned version release. Keep to the release-review-adjust-release cycle for every version.

By using an incremental redesign approach, you maximize ROI by keeping your revisions small and rapid. And because you have good site metrics, you get quick feedback on how the last small revision worked. Follow this approach and you will get a better site in the fastest, most cost-effective way.

Send me your toughest e-business questions and if the topic is of general interest, I'll happily post your question and the answer.

Peter Kay is the president of CyberCom, a local Hawaii firm that develops leading-edge e-business Web systems and can be reached at [peterk@cyber-hawaii.com](mailto:peterk@cyber-hawaii.com).

### FROM THE DIRECTOR

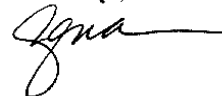
Aloha,

On January 31, 2002 we launched our Member Online Portal (MOP). This tool allows you to log into your membership record over the internet and make changes to your marketing content at any time. The form can be found at: [www.gohawaii.com/memberupdate](http://www.gohawaii.com/memberupdate)

Each member was assigned a username and password, based on the member's email address.

If you have not yet taken advantage of this effective and efficient updating system, please contact the Membership Department at (808) 924-0230 or email [membership@hvcb.org](mailto:membership@hvcb.org) and provide us with the name and email address of the person who will be responsible for updating your content.

Mahaalo,



Gina Salvador  
Director, Membership

## Aloha & Welcome To The HVCB Ohana...

1-A-1 Molokai Condo, 10 Best Hawaii Vacation Rentals, A Beach Wedding \$95, A Tropical Hideaway, Blossoms Hawaii, China Travel Bureau, Daniel Thiebaut Restaurant, Hello Hawaii, Imua Camper Company, Jungle Tours Maui, The Limtiaco Company, Maui Harley Davidson, Molokai - Ranchhouse, Niihau Helicopters, Inc., Pacific Island TeleServices, Pahala Plantation Cottages, Robert Kaiser Photography, Suzi's Hawaii Realty & Travel, Tiare Apetahi, Inc., Weddings Hawaii, With Our Aloha.com, and Worry-Free Vacations.

## Coming Soon!

As you know, you have the opportunity to enhance your website listing by submitting two images for use on the GoHawaii.com website.

On Tuesday, May 7, 2002 we will be adding a new feature to the Member Online Portal (MOP) that will allow you to upload your images into your listing at any time.

If you have not yet submitted your images, now is your chance to get them ready. Then on May 7<sup>th</sup>, log in to the HVCB Member Online Portal and upload them directly into your listing. (See "From the Director" if you're not MOPing yet.)

The smaller image, must be 50x50 pixels with a file size of less than 11k.

The larger image will be shown on a separate page detailing your company information, and should be 165x165 pixels with a file size of less than 45k.

Both should be 72 DPI jpegs with medium compression and no border.

Images must be illustrative of your business, and should contribute to, and complement, the overall look and feel of gohawaii.com. Please include pricing or promotional offers in your text description only.

## Interactive Marketing Opportunities

Each month, HVCB sends out approximately 250,000 full-color newsletters to consumers who had requested the hardcopy Islands of Aloha Vacation Planner. The Islands of Aloha *Express* can be an effective channel to promote your business and sponsored events.

The most recent newsletter can be found at:  
<http://www.smartiq.net/bulkemail/HVCB/NL4/index.html>.

Several advertising opportunities are available for each issue, such as:

- Editorial email - includes 1 full banner + jump page + 1 content integration article, \$1,200
- Hot Deals - includes logo + text link + jump page, \$200
- Dedicated advertiser is entire email \$2,800

For more information, contact Gail Harding, Director, Consumer Marketing, North America, at [gharding@hvcb.org](mailto:gharding@hvcb.org).

## Here's What Members Have To Say

**A Fairy Tale Wedding** specializes in vacation weddings and vow renewals and offer complete services in Kailua-Kona and the Kohala Coast. As wedding consultants we offer guidance and advice. We work with all subcontractors and vendors i.e. photographers, videographers, florists, bakeries, caterers, etc. to ensure all aspects of the wedding run smoothly and to be on site during the event. Once a wedding is booked with us, we can provide help in arranging air travel, accommodations, car rentals, activities and restaurant reservations. A 10% discount is given to HVCB members and their families. Packages range from \$250 - \$2,500. For more information, please call Rev. Jennifer Ornelas at (808) 331-1229.

## Terrasculpt Designs

helps make sure your prospects and clients never forget you. Our replica-based giftware can promote your property, reward a key client or provide a perfect "pillow gift". Replicas are attached to wood boxes, plaques or desk sets. Consider a replica of: your island for promotion; resort property for meeting incentives; golf course for promotion or reward; corporate headquarters for VIPs; and college campus to enhance a donor program. Because our gifts are beautiful and functional they tend to end up as permanent desk accessories. Thus, your message will be likely delivered over and over again. For more information, please call (888) 298-9324.

**With Our Aloha.com** would like to invite all Hawaii related business to join our affiliate program and earn a commission on all referred sales. With as little as adding a link from your website to ours, your visitors can purchase our handmade Hawaiian gifts, gift baskets, tropical flowers and fresh lei while you earn a commission of 10%. Accounts are paid monthly. For details and to sign up, visit our website, call (808) 965-2606 or email shair@withouraloha.com.

**Birds in Paradise, inc.** is a powered hang gliding school located on Kauai offering introductory flight lessons. Each lesson provides a unique opportunity for a hands-on flying experience. Pilot/Operator Gerry Charlebois is also a world class hang glider pilot, stuntman and aerial photographer with a resume spanning the globe. If you're looking for a really refreshing activity, assistance with coordinating aerial stunts or simply looking for a means of obtaining professional aerial photographs of your properties or businesses, Birds in Paradise and Gerry Charlebois are the way to go. For more information, call (808) 822-5309, or email birds@birdsinparadise.com

**Kona Honu Divers** prides itself to be a family and scuba diver oriented charter service. We provide scuba diving, snorkeling, snuba, kayaking and whale/dolphin watching charters for families, scuba clubs, individuals, and occasionally, VIP/private charters. We also provide PADI scuba instruction in many areas including underwater video and photography. Our US Coast

Guard inspected dive vessel was designed to meet the needs for all open water activities with safety and comfort for all to enjoy. Our company can professionally videotape your favorite Hawaiian activity so that your memories will last a lifetime. For more information call Glenn Anderson at (808) 324-HONU, or email glenn@konahonudivers.com.

## Mahalo for your continued support & participation

### Member Since 1961-1984

*Ohana Coral Seas, Ohana East, Ohana Edgewater, Ohana Maile Sky Court, Ohana Reef Lanai, Ohana Reef Towers, Ohana Royal Islander, Ohana Waikiki Hobron, Ohana Waikiki Malia, Ohana Waikiki Surf, Ohana Waikiki Surf East, Ohana Waikiki Tower, Ohana Waikiki Village, Ohana Waikiki West, Outrigger Islander Waikiki, Outrigger Waikiki on the Beach, Outrigger Waikoloa Beach, Outrigger Reef on the Beach, Outrigger Kiahuna Plantation, Outrigger Wailea Resort, and Volcano House.*

### Member Since 1985-1986

*Ala Moana Center Association, American Express Tvl Related Svcs, American Savings Bank, and Waimea Country Lodge., Apcoa, Bank Of Hawaii, Belt Collins Hawaii, Bishop Museum, BookHawaiiHotels.com, C.S. Wo/B.J. Furniture, Deloitte & Touche LLP, E. A. Knudsen Trust, Edmund's Hotel-Apt., Exclusive, Gary's Service, Hawaii Electric Light Company (Big*

*Island), Hawaii World, Inc., Inc., Inc., Inc., Inc., Inc., Inc., Island Heritage, Kapalua Bay Hotel, KHNL-NBC Hawaii News 8, Kintetsu International Hawaii Co., Kohala Coast Resort Association, Kona Village Resort Hotel, Kupono Investment, Love's Bakery, Makena Resort, Maui Destination Travel, Maui Prince Hotel, Meadow Gold Dairies Inc., Meg Childs, Mihara Transfer, Mike Iseri, Nippon Travel Agency Hawaii, Nissin Travel USA, Parker Ranch Visitors Division, Saison des Brides For Watabe, Sprint Hawaii, State Department of Commerce, Tileco, Uncle Billy's Hilo Bay Hotel, University Travel Service, Victoria Ward Centers, and Waikiki Beach Marriott Resort.*

### Member Since 1987-1991

*A Wedding In Hawaii, and Kahana Sunset - A Premier Resort., and Sunshine Helicopters - Maui., and Susan's Weddings In Paradise., and The Mountain Apple Company, and Wailea Resort Company, Ann & Bob Babson's Bed & Breakfast, Carson's Volcano Cottage, Ching Store, Destination Resorts Hawaii, Embassy Vacation Resort Kaanapali, General Printing Co., Grand Wailea Resort Hotel & Spa, Inc., Inc., J. Hans Strasser, Kaanapali Beach Resorts Assn., Lee Takamiya, Maui Marriott Resort, Merriman's Restaurant, Napili Kai Beach Resort, Ohana Surf, Paradise Beverages, Renaissance Ilikai Waikiki, Royal Lahaina Resort, and T.S. Restaurants.*

### Member Since 1992-1996

Activity Warehouse, Ala Moana Shopping Center, Aloha Picture This Photographics, and United Parcel Service., and Wailea Ekahi., Aston At The Executive Centre Hotel, Aston Waikiki Circle Hotel, Blue Horizons Bed & Breakfast, Girl Scout Council Of Hawaii, Hawaiian Heavenly Vacations, Inc., JGH International, Kaanapali Alii (Classic Resorts), Kamaole Sands, Kauai Vacation Rentals & Real Estate, Kings' Trail Rides O'Kona, Lokelani Vacation Condominiums, Maui Sunset, More Hawaii For Less, Paradise Cove Luau, Planet Hollywood Honolulu, Poipu Shores, Polynesian Cultural Center, Princeville Resort Kauai, Royal Kona Resort, Smith-Waterhouse Beach Homes, SunTrips, and The Hapuna Beach Prince Hotel.

### Member Since 1997-1999

A Romantic Maui Wedding, Adventure In Paradise, Affordable Accommodations, Affordable Hawaii at Pomaika'i (Lucky) Farm B&B, and Discovering Hidden Hawaii Tours., and The Big Island Steakhouse., and Transit Air Cargo, and U.S. Army Museum Of Hawaii, and Whalers Village., and Yesawich Pepperdine & Brown / Pacific. , Anini Beach Cottages, Aqua World Corporation, Architects Hawaii, Beach & Activity Guide, Best 4 Hawaii Travel, BusinessWorks of Hawaii, Cedar House Bed & Breakfast, Destination Marketing Hawaii, Dolphin House Bed & Breakfast, Dreams Come True, Earl Overman, Elite Limousine Service Inc, Embassy Vacation

Resort Poipu Point, First Adventure Tours, Friendly Charters, Hale O'Wailele, Hawaii Air Cargo, Hawaii Hotel Association, Hawaiian Condo Resorts, Hawaiian Island Vacations Maui, Hike Maui, Holiday Inn Waikiki, Hopaco, HTH Corporation, Inc, Inc, Inc, Inc., Inc., Inc., Kahili Mountain Park, Kauai Sands Hotel, Kona Seaside Hotel, Kupa'a-Pacific Island Resources, Lanikai Farm Bed & Breakfast, Ltd., Lukela's, Lynn Cook, Manu Mele Bed & Breakfast, Maui Eldorado Resort, Mr. Maui Travel Services, New Millennium Meetings, Nick's Fishmarket, Oahu Transit Services (The Bus), Oceanic Cable, Pacific Travelogue, Pacific Wings, Paradise Palms Bed & Breakfast, Poipu Bay Golf Course, Reggie's Tropical Hideaway - At the Banana Patch, Remedy Intelligent Staffing, Sea Quest Rafting & Snorkeling Adventure, Silver Oaks Ranch, Straub Doctors on Call, Sunshine Helicopters - Big Island, Tanega Travel International, The Plantation Inn, Tonga Trading Company, Travel Related Marketing Inc., Vacationcare International - Oahu, Volcano Places, Waikele Premium Outlets, Washin Air, and Wedding In Paradise.

### Member Since 2000

A Bliss Wedding, A Maui Dreamtime Wedding, Adventure Resorts Realty, Inc., Aloha Canoes and Kayaks, Alohagoodies.com, Best Bridal Hawaii, Chapel by the Sea at Kauai Lagoons, FTI North America, Goofy Foot Surf School, Guide to Hawaii's Best, Hawaiian Getaway, Honolulu Horse and Carriage, Kauai Coconut Beach Resort, Native Books & Beautiful

Things, Ocean Breeze Hideaway Bed & Breakfast, Ohata Chun Yuen, CPA's, Pearl Country Club, Pro Park, Sea Sport Divers, SpeediShuttle LLC, Taikobo Hawaii, The Magnolia at Waikiki, Vacationcare International - Kauai, Warren & Annabelle's, and Woodcraft by Roy Tsumoto.

### Member Since 2001

Dan & Vicki's Maui Kamaole Condos, Forever Mauied, Hana Pa'a Charters, Hawaii Condos and Hotels.com Inc., Hawaii Protective Association, Ltd., Intimate Island Weddings, Islands Media, Ko Olina Golf Club, Maui Activities Referrals, Maui Tours & Transportation, Na `Aina Kai Botanical Gardens, Pacific Business News, Paniolo Adventures, Pegasus Solutions, Reliable Facility Placement, Temptation Tours, Inc., Tradewinds U-Drive, Inc., TRAVELHOST Visitor Information Radio 98.9 FM, and Valley Isle Excursion.

# HAWAII!

### Visitors & Convention Bureau

For more information on membership or to submit articles for *Kahe Wale*, contact Scarlett Godinez in the Membership Department at (808) 924-0232.